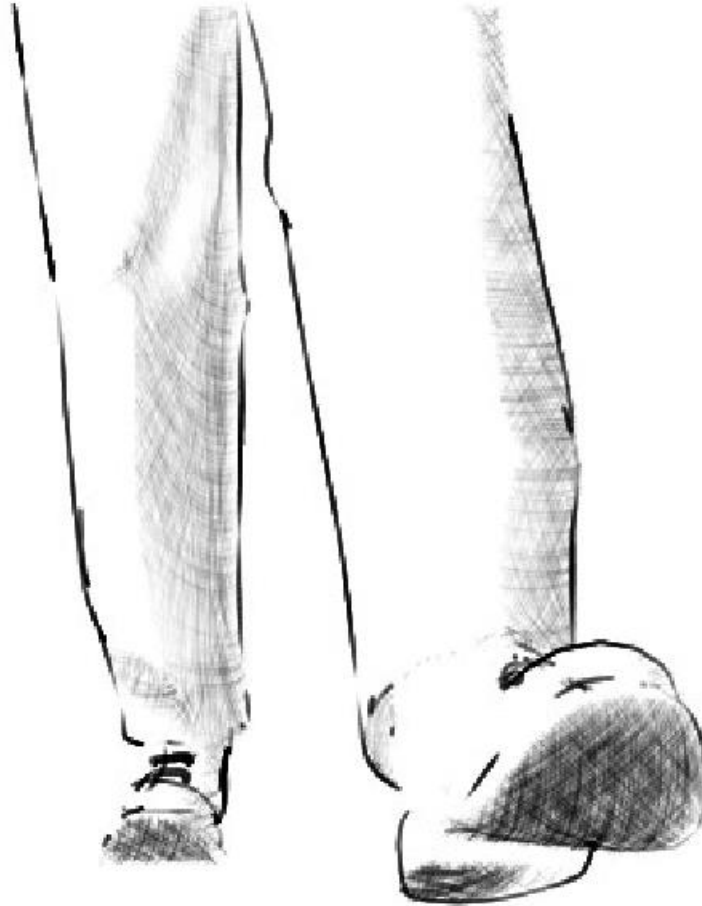
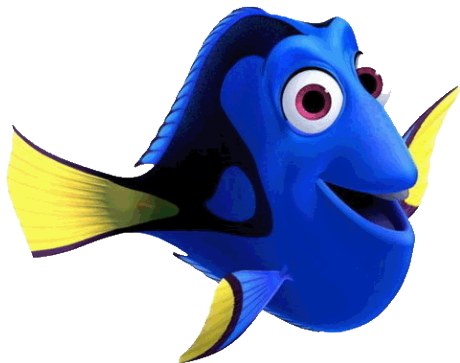


# TAKING STEPS

TO BE A BETTER COMMUNICATOR



# STORYTELLING



Andrew Stanton

**Wow us with your story about your company**

Take us with you on the journey

Make us care

**More visuals, less text**

# Oh yay, an essay!

- Consider your colors and make sure they're easy on the eyes
- Don't overwhelm the audience with text, no one wants to read lengthy slides
- For that matter, don't read from your slides
- Use them to enhance your presentation — not repeat it
- Bulleted lists should be short and sweet
- But avoid bulleted lists if you can. They're awful.
- Vary your slides so it isn't all one type, position, or feel

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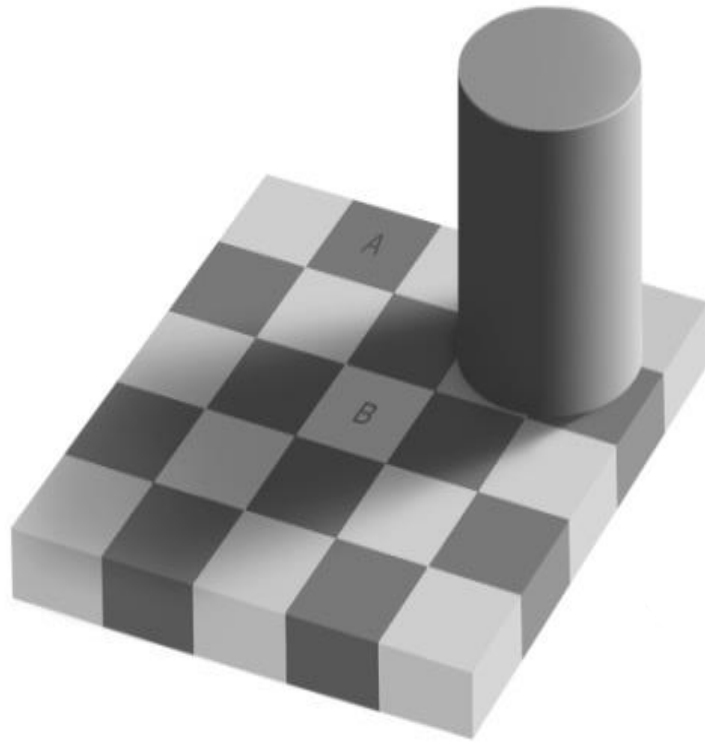
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(This was awful wasn't it?)

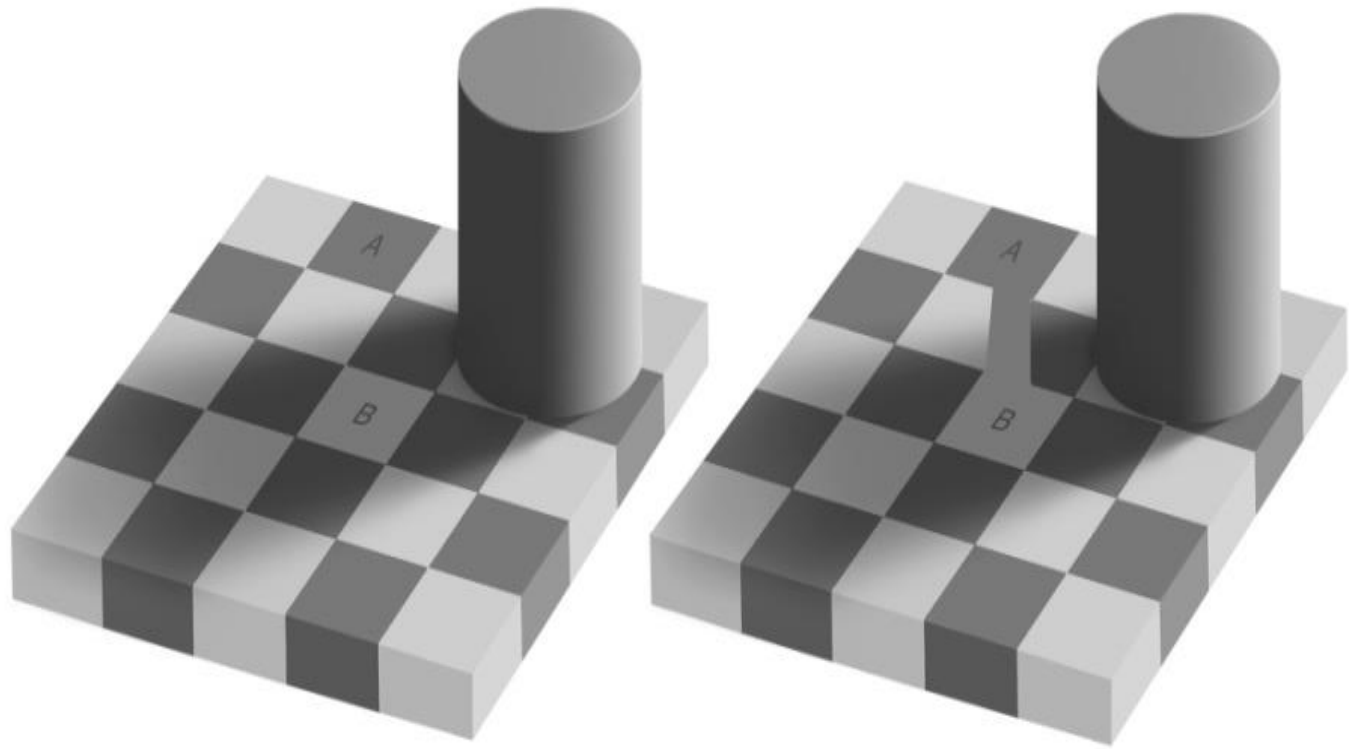


Instead, make memorable statements

# The Town Where Everyone Wears A Gas Mask









# FACT or MYTH

1. Public speaking is performing
2. Communication is disseminating information
3. The best way to reduce anxiety is by practicing

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**BUSTED**

# A BAD PRESENTATION





# FOUR GOALS

1. Connect with others
2. Direct and hold their attention
3. Promote understanding/memory
4. Drive them to action

# MANNERISMS as DISTRACTIONS

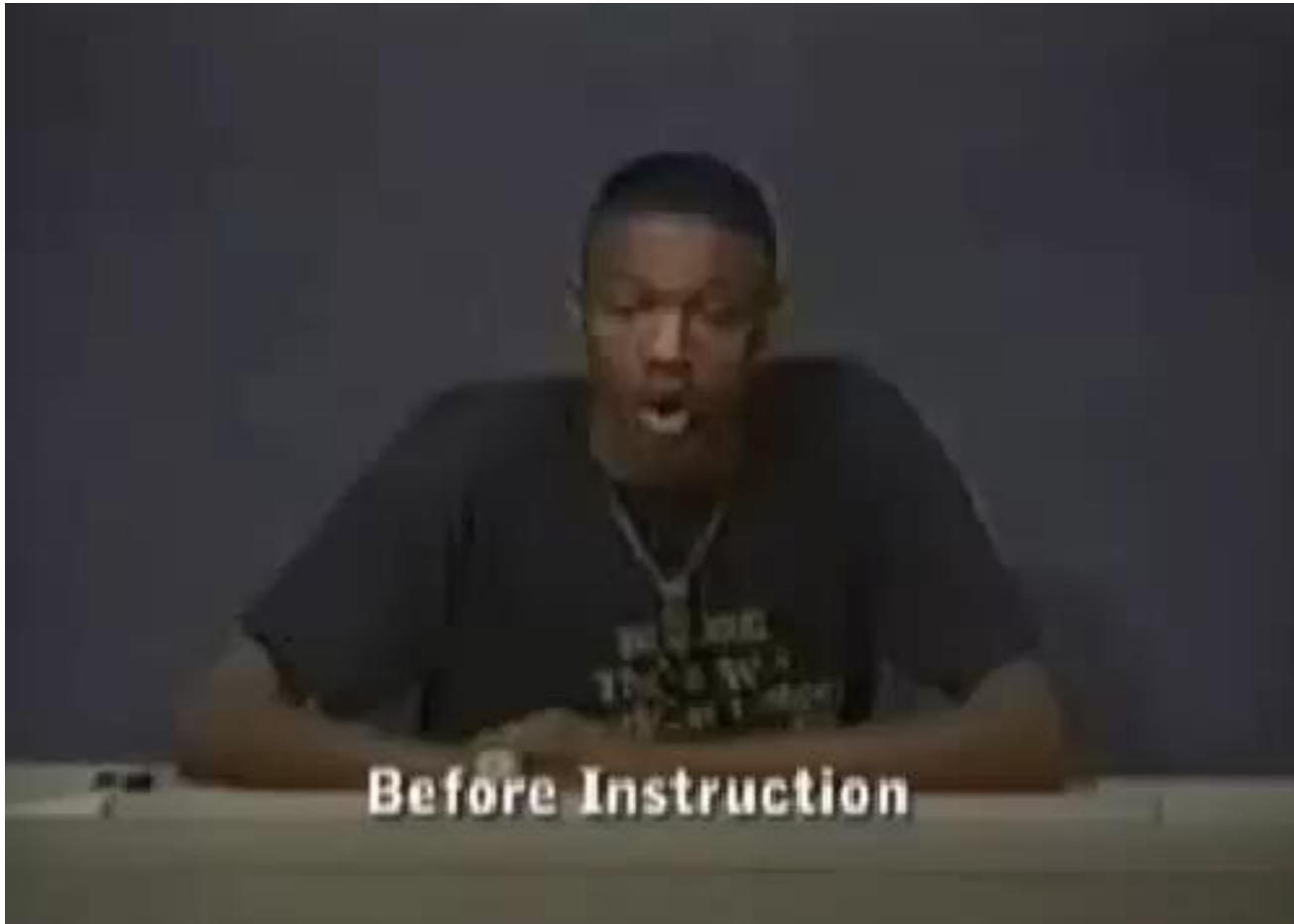
FACIAL



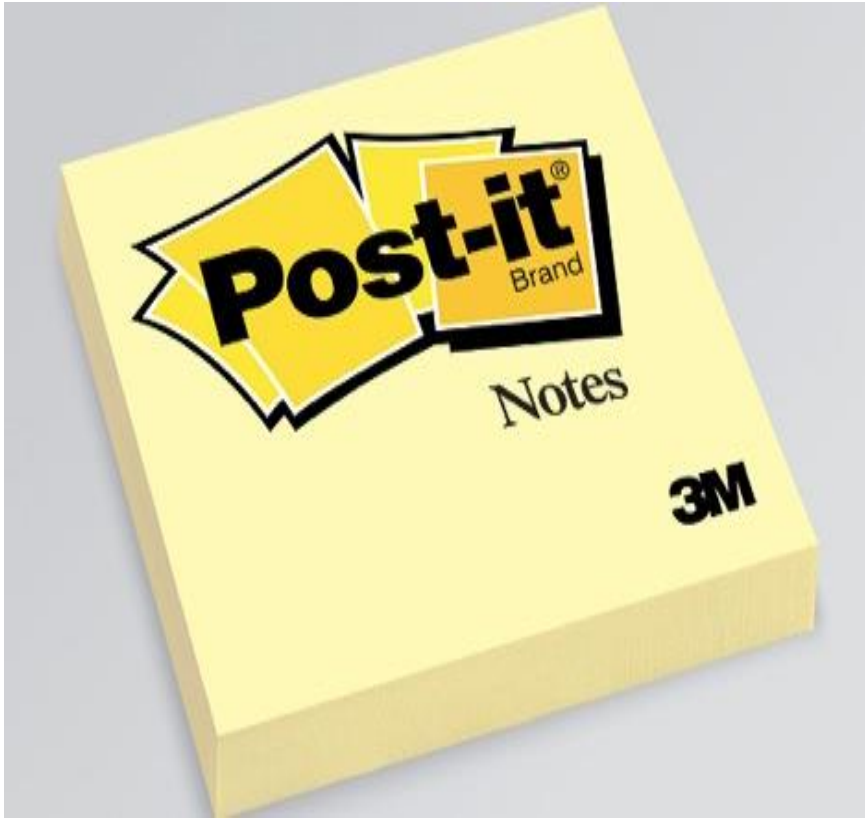
P  
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MOVEMENT

# BEFORE AND AFTER TRAINING



# 2 BCC Tools



# Posture Can Undermine Your Engagement



# LANDING A JUMP

## BCC's Test Dummy - Crash Landing a jump technique

### TEST CONDITIONS:

Secondary movement should be avoided.  
It may feel more comfortable, but it's artificial.

### TEST RESULTS:

1. More natural stance
2. Better breathing
3. Lowers chin position naturally
4. Better gestures



Do you like fresh fish?  
It's just fine at Finney's Diner.  
Finny also has some fresher fish  
That's fresher and much finer.  
But his best fish is his freshest fish  
And Finney says with pride,  
"The finest fish at Finney's  
Is my freshest fish, French-fried!"



/Do you like fresh fish? //  
It's just fine / at Finney's Diner. ///  
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# 10 Steps to a More Powerful Presentation

1. Brainstorming and researching
2. Identifying strengths and weaknesses
3. Classifying participants: power archetypes
4. Prioritizing the audiences
5. Writing speech materials
6. Priming the participants
7. Practicing the presentation
8. Responding in real-time
9. Spinning the key issues
10. Deconstructing the presentation

# BRAINSTORMING



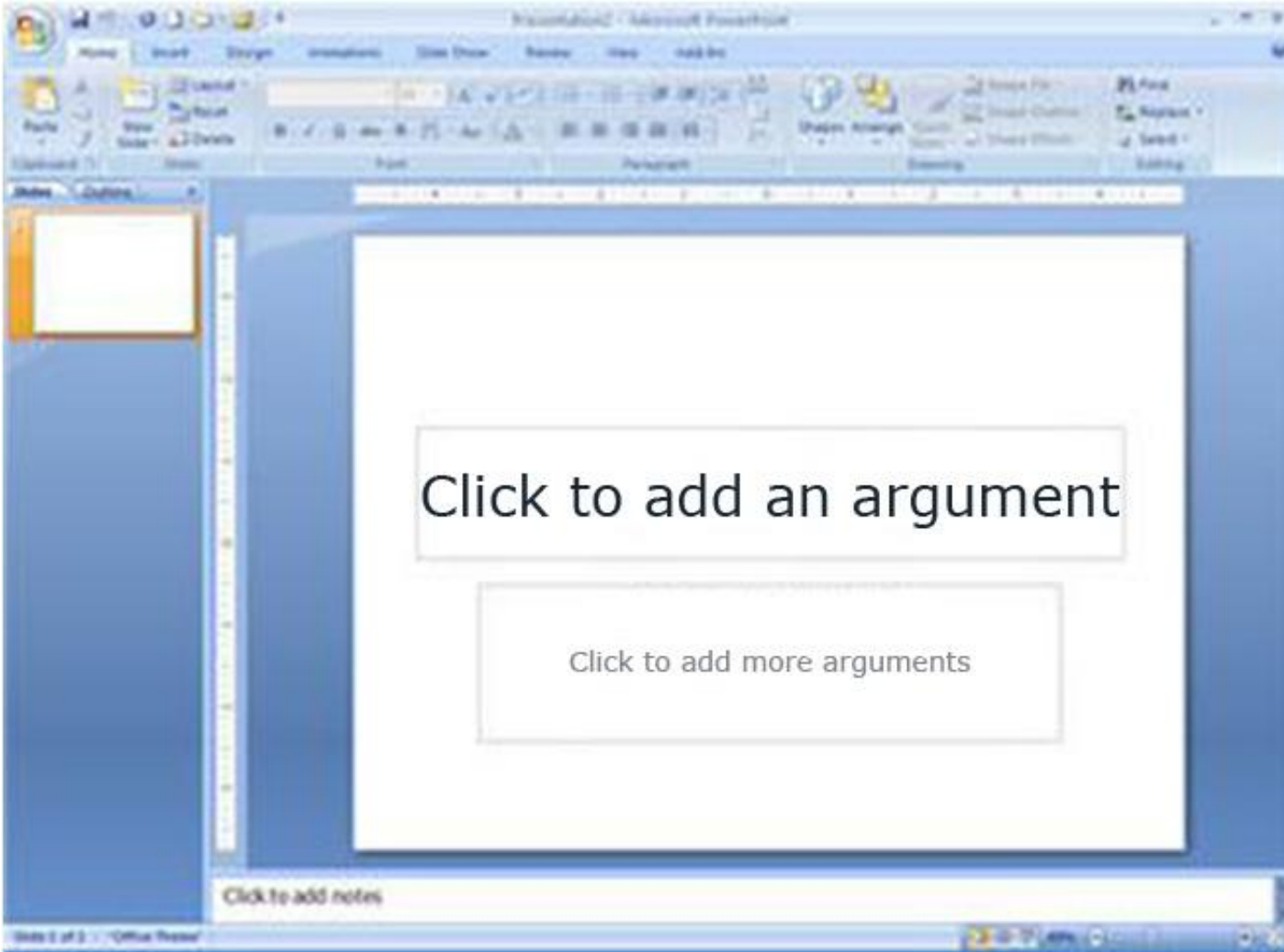
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**WHO IS THE TARGET AUDIENCE?**



**TARGET**







# **TAKING STEPS**

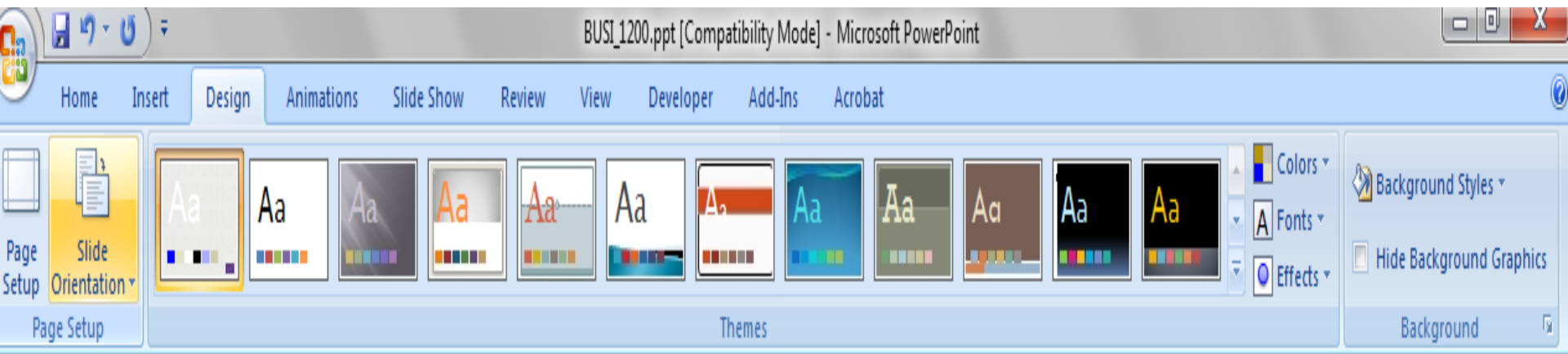
**TO BE A BETTER COMMUNICATOR**

**V  
e  
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s**

# **TITLE**

NAMES here, here, and also here

JUST SAY NO



# Choosing to have fewer children

**1.29**

Birth rate (2004)



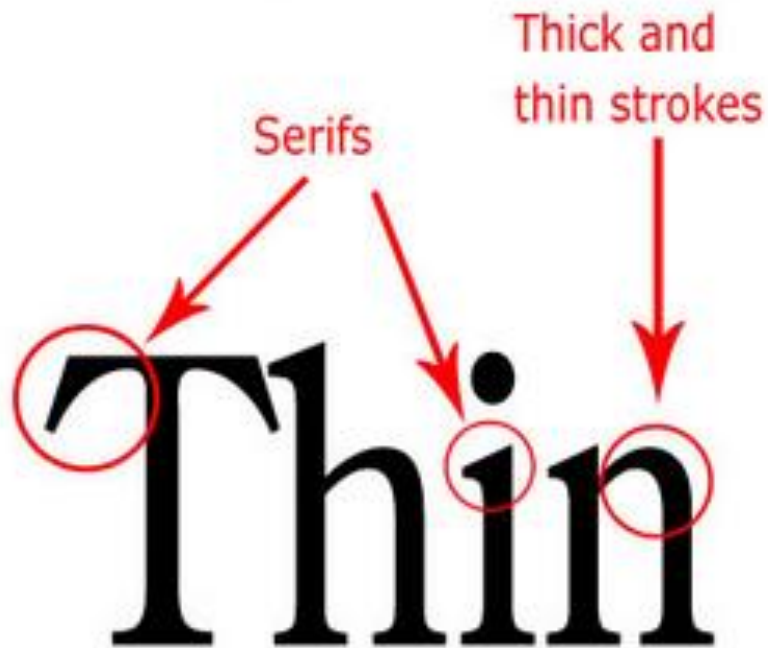
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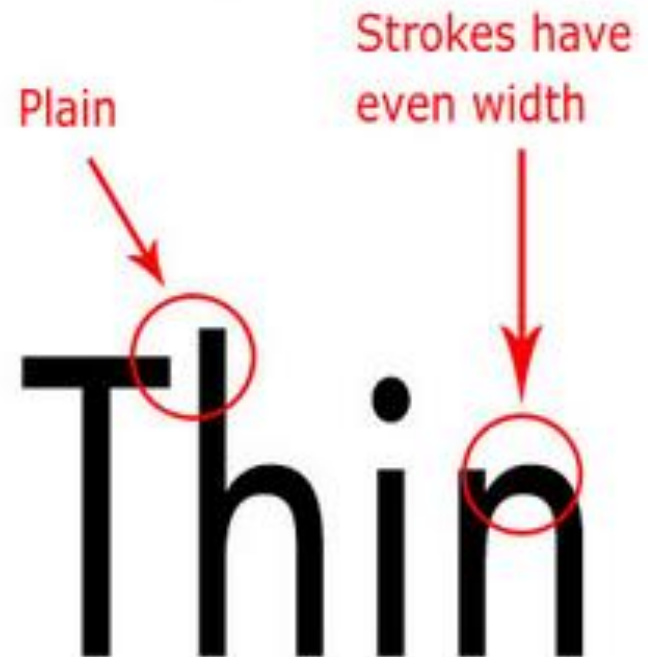


## Serif Font



Century Old Style

## Sans Serif Font



Futura Book

Wow us with the story of your company

Barrick Gold Corporation

-Alexandra Adams



# The Beginning





# REDUCING ANXIETY

## STEPS TO LESS SELF-FOCUSED ATTENTION

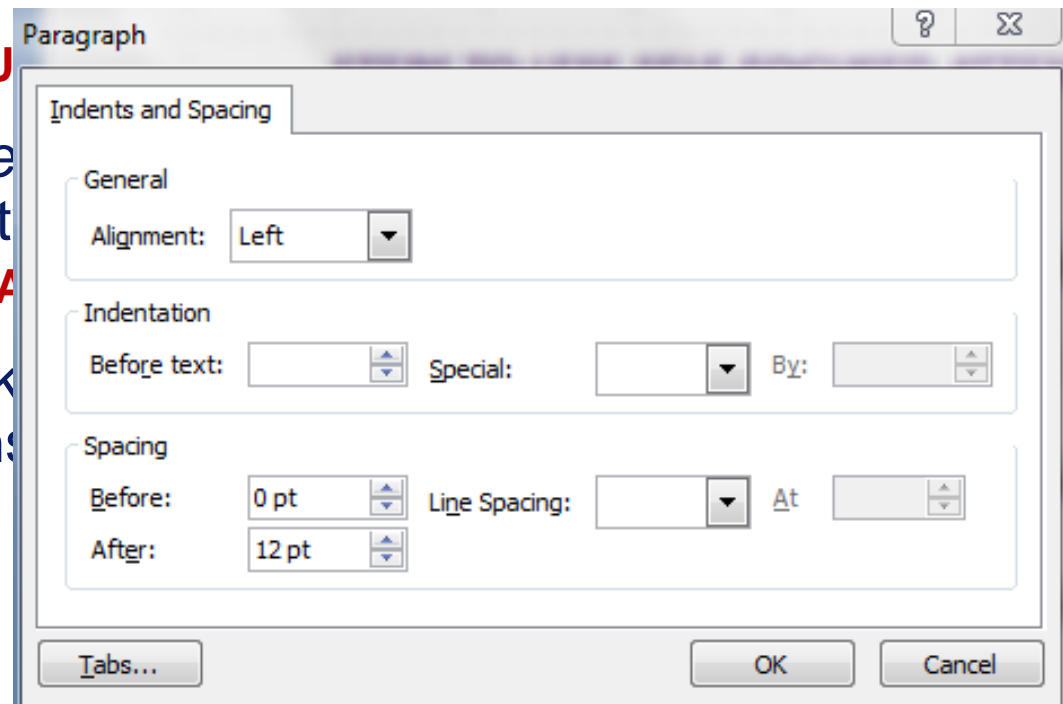
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**(eye engagement, gesturing, breathing, and voicing)**
2. Understand that participants are predisposed to engage you  
**(in fact, most anxiousness is not seen by others)**
3. Replace *Speech Anxiety Talk* (looking inward) with strategies that look outward **(eye gaze, gestures, and movement exercises)**
4. Schedule minor speaking opportunities to develop your communication actions prior to a significant speech

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4. Schedule minor speaking and communication actions



# Brief History of CVS Caremark

## Customer Value Stores

- 1963 Founded by Stanley and Sidney Goldstein and Ralph Hoagland
- 2004 Completed buyout of Eckerd stores, Health services, mail order and PBM
- 2007 Merged with CVS Caremark
- 2014 Opened 700<sup>th</sup> CVS in Minnesota

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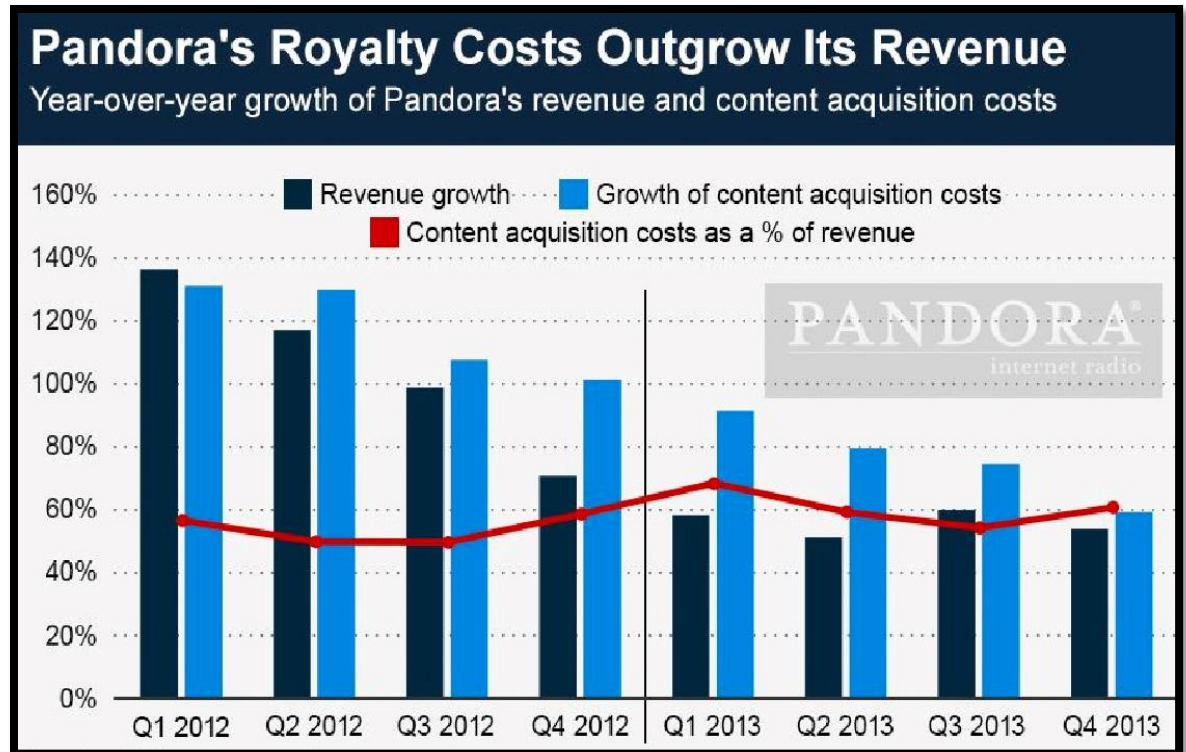
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Make us care

# Pandora's Revenue versus Cost

- ❑ Advertisements and subscriptions are Pandora's only source of revenue.
- ❑ Royalty rates have increased threatening to silence Pandora for good.
- ❑ Pandora's costs are exceeding revenue.



- ❑ Over the past year, Pandora has been in litigation with major music groups attempting to lower royalty rates and adjust license agreements.
- ❑ Revenue alterations to their current business model will be necessary in order to stay afloat.





# MAKING BETTER ARGUMENTS



Highlights

2011

Global  
Comparable Sales  
Growth

**5.6%**

Earnings  
Per Share  
Growth

**11%\***

\*In constant currencies

2011 Total  
Shareholder  
Return

**34.7%**

#1  
in the  
DOW 30



i'm lovin' it<sup>®</sup>

**More visuals, less text**

# History

- Coca-Cola history began in 1886 when the curiosity of an Atlanta pharmacist, Dr. John S. Pemberton, led him to create a distinctive tasting soft drink that could be sold at soda fountains.
- In 1887, another Atlanta pharmacist and businessman, Asa Candler bought the formula for Coca Cola from inventor John Pemberton for \$2,300.
- By the late 1890s, Coca Cola was one of America's most popular fountain drinks, largely due to Candler's aggressive marketing of the product.
- He unified the bottling companies to create the unique, glass coke bottles we know today.
- Also had coupons printed on newspapers, which was considered very innovative for that time.

1886

COCA-COLA.

1890

Coca-Cola

1900



1905

Coca-Cola

1940s

Coca-Cola

1950s



1969



1985

Coke  
Coke

1987



1993



2003



2007

Coca-Cola



1899-1902



1900-1916



1915



1957



1961



1991



1994



**Instead, make memorable statements**

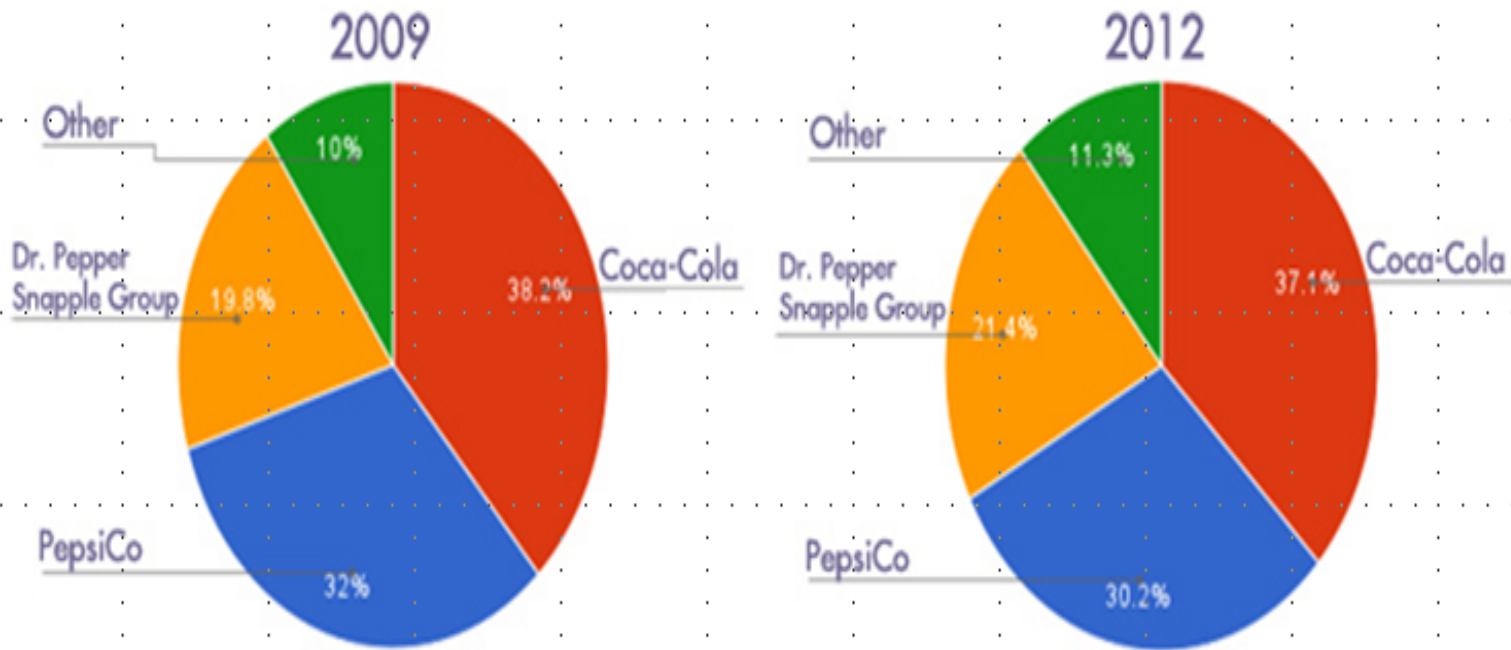
# Diversity

- Barrick believes that diverse perspectives enhance organizational strength and problem solving ability.
- They hire employees from all of their various sites. This makes for a workforce with very differing nationalities and ethnicities.





# Soft Drink Market Share



Between the three of them they control 90% of the market.

**YOU ARE YOUR  
COMMUNICATION**  
**HOW DO OTHERS SEE YOU?**

